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Congratulations

to

His Highness Sheikh Khalifa Bin Zayed Al Nahyan

President of the UAE

His Highness Sheikh Mohammed Bin Rashid Al Maktoum

UAE Vice President, Prime Minister and Ruler of Dubai

Their Highnesses The Members of the Supreme Council

The Rulers of the Emirates

and the people of the UAE

On the Occasion of 43rd National Day

Department of Economic Development – Government of Dubai

www.dubaided.gov.ae

43 years of unity and success



In this second issue of the Dubai Economy Magazine, we are pleased to extend, on behalf of the Department of Economic Development and its agencies, our sincere congratulations to His Highness Sheikh Khalifa Bin Zayed Al Nahyan, the UAE President; His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai and their brothers the Supreme Council Members and Rulers of the Emirates on the occasion of the 43rd National Day of the UAE.

The 2nd of December reflects the fondness and love of the people of the UAE, which stem from the exceptional efforts of the Union which was inspired by the Father of our Nation (may Allah have mercy on him), Sheikh Zayed Bin Sultan Al Nahyan. Over the

decades, the State has witnessed many achievements across all areas - economic, social or political. We are so proud of our country that we dedicate this National Day as a simple gift to the UAE to which we owe a lot.

The National Day reflects the spirit of solidarity, unity, and shared goals of the people of the UAE, and our loyalty to our leaders and their sincere efforts to consolidate our nation into an invulnerable, prominent and distinct country on the regional and global levels.

This year, we sought to reinforce the concept of national unity across the various social events and activities organised by DED and its agencies. The celebrations continued for two days and were dedicated to the employees of DED and its agencies as well as visitors. DED presented scarfs and medals bearing UAE motifs to our customers as an expression of our joy and a symbol of the spirit of social integration.

We will continue such efforts so as to enrich and instill the sense of national identity among UAE citizens and residents alike. Furthermore, we aim to enable all members of the UAE community, including residents in Dubai, to contribute positively to the development of the country and to reinforce the principles of mutual respect and openness to other cultures, which are the hallmarks of our society.

Nisrin Al Harmoodi

Director of Marketing and Communications
Department of Economic Development

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Department of Economic Development organizes traditional events in celebration of the 43rd National Day of UAE



Department of Economic Development (DED) in Dubai has organized traditional events in celebration of the 43rd National Day of The UAE. The events have been held opposite to Department's Building in the Business Village in presence of employees of Department of Economic Development in Dubai and institutions thereof including the Department's clients and visitors. The participation of Dubai Department of Economic Development was deemed as confirmation on the Emirates progress and its generous history and as documentation for the achievements realized by it that call for pride since the establishment of the Union 43rd years ago. Department's celebrations included popular shows, presenting a part about the Al Nadba Al Shehya, Youla, Henna, traditional competition and classic cars show as well as providing group of the kiosks that offer the popular foods and section for selling the traditional products related to history of the beloved of UAE. In addition, a section has been prepared for the kids that included the painting and providing the foods and entertainments for them.



The various events around two days reflects the extent of Department of Economic Development and it's institutions continuous concern about the celebration with this valuable national occasion for each citizen and resident on ground of the UAE, who hold the most true meanings of love and loyalty for the Emirates founder the late, the father Sheikh Zayed bin Sultan Al Nahyan and his successor, His Highness Sheikh Khalifa bin Zayed Al Nahyan President of the UAE and leader of the progress, His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai and their highness the members of the supreme council the rules of the Emirates

The audience from the employees have expressed the spirit of nationality and happiness and this – in turn - certainly confirms the spirit of solidarity, cohesion, objectives that gathers the UAE Nationals and the loyalty to our wise leadership that seeks to consolidating our presence as a invulnerable, well-beloved, distinct Emirate that has a prominent position at both regional and global levels.



DED unveils innovative smart services channel architected on Cisco Technology Solutions at Gitex 2014

'24/7' will enable customers to complete business registration and licensing transactions at remote locations with help from experts.



The Department of Economic Development (DED), Dubai, has announced the launch of '24/7,' an innovative round-the-clock service point developed on the Cisco Remote Expert for Government Services (REGS) platform, in line with the Dubai Smart Government initiative of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai. Cisco Remote Expert for Government Services helps project the best of modern government by taking the point of service closer to the citizen while making more services accessible for longer hours. The new service point, unveiled as part of the ongoing Gitex Technology Week, is a terminal where customers can do their business registration and licensing transactions at select locations, including face to face

interaction with a government agent if further assistance is required. Currently on display in the Smart Government booth at Gitex, '24/7' will be installed in the Dubai Mall in the first phase and expanded gradually to other locations. '24/7' marks a milestone in bringing high quality government services to remote locations, with better

efficiencies for the customer and the service provider. Customers can have a single window closer to them to transact business for longer hours while DED will have an innovative and sustainable channel for delivering its smart services. "The guiding principle of 'going smart' is being able to offer improved experiences – in quality, convenience and efficiency. '24/7' demonstrates our emphasis on providing customers with a better experience by combining our existing resources and state-of-the-art technology in a sustainable way," remarked His Excellency Sami Al Qamzi, Director General, DED. Customers can use the '24/7' terminal to choose the service they require on the touch panel and get connected to a remote



expert. The remote expert will guide the customer through the transaction.

Al Qamzi added that such fast and easy access to services and personalised experience will help reduce carbon foot print by reducing traffic flow to city centres while also enhancing transparency and Dubai's reputation as a place to live and do business.

Al Qamzi added: "Taking government services closer to the public will meet customer expectations and help businesses and governments respond to the challenge of improving efficiencies. Dubai contributes substantially to the UAE's competitiveness rankings internationally and the '24/7' project will enhance Dubai's ratings across some key parameters of such rankings, particularly with respect to productivity, innovation etc." Commenting on '24/7', Mohammed Shael Al Saadi, Chief Executive Officer of Business Registration & Licensing (BRL) sector at DED, said the most significant feature of the service is the facility for real time interaction between the customer and the government employee.

"In addition to providing high



quality service to customers at convenient locations the '24/7' terminal also acts as a centralised source of knowledge on doing business. '24/7' also presents a template for smart services by combining technology with a personal touch," said Al Saadi. "Cisco is fully aligned with His Highness Sheikh Mohammed Bin Rashid Al Maktoum's Smart Dubai vision and we are honoured to be working with the DED to make it a reality. Smart Cities enhance quality of life; entrepreneurs and jobs; and economic, social, and environmental sustainability. Together with DED we have created a powerful, integrated

platform that incorporates top technology, applications and business models to deliver high-quality UAE citizen services remotely yet in a face-to-face interaction and also providing fast and easy access to expert government services thus increasing citizen engagement and satisfaction as they no longer need to travel long distances to government centers," commented Rabih Dabboussi, Managing Director for Cisco, UAE. The full range of BRL services now available on iPhones, iPads and Android applications will be accessible on the '24/7' terminal.



DED adds new features on 'Sallety' and 'Meydani' in line with Dubai Smart Government



The Commercial Compliance and Consumer Protection (CCCP) sector in the Department of Economic Development (DED), Dubai has announced major improvements to its smart applications 'Sallety' and 'Meydani,' launched in line with the Dubai Smart Government initiative. Speaking at a media briefing held at the ongoing Gitex Technology Week in Dubai, Omar

Bushahab, CEO of CCCP said a variety of new features have been added to the two applications, making them more user-friendly and beneficial for consumers and DED employees. Sallety enables consumers to use their smart phones to browse through shelves of leading hypermarkets and stores in Dubai and make their purchase decisions round the clock. Meydani allows DED's field inspectors to use their smart phones to check and follow up on violations among business outlets. Meydani will now have a 'Smart Search' option, which will enable inspectors to search for shops and other outlets by various

keywords including area, trade names, fines issued etc. With the GPS-enabled application an inspector can see the status of licenses of shops in his vicinity, fines issued if any and the follow-up action required in real time.

"Since launching Meydani in 2011, we have made continuous improvements to this application with the support of the Information Technology team in DED. The application was moved from larger hand-held devices to smaller smart phones and GPS enabled as well as the need to print fines and receipts done away with as the application evolved," said Bushahab. Fines issued for violations are instantly uploaded to the central system of DED and the smart application will display complete, updated information on any outlet at any given time.



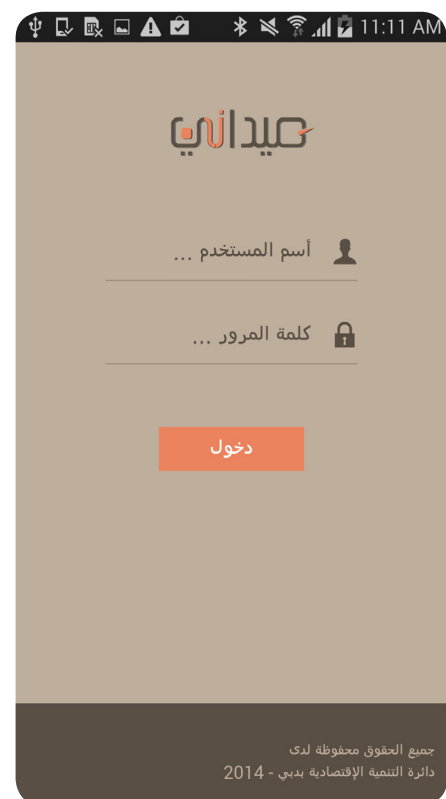


Consumers using Sallety application will also view real time information on prices across ten leading hypermarkets on their smart phones now. Earlier the price lists were updated every 24 hours but DED has now linked Sallety to the IT network of the hypermarkets to reflect any variations in prices instantly.

"We have also increased the number of goods listed on Sallety from 550 to 1,200, an increase of over 100 per cent. The added features also mean that if a consumer can't find the specific brand of product he is searching for, the system will give him the alternative options. The application will also print a bill of the products chosen and their prices so that the consumer can avail of the same price when he makes the actual purchase," Bushahab

explained Omar Al Mehairi, Director of Development & Follow-up Department at CCCP said that the improvements in Meydani and Sallety will make the process of doing business in Dubai easier. "With the added features Meydani cuts the need for

random physical inspections while users of Sallety has wider choice and guaranteed prices," he said. Over 40,000 consumers are currently using Sallety to get information on goods and prices. The App also assists consumers to submit complaints.



DED and TECOM Investments form partnership to promote Dubai Design District (d3)

New agreement will provide support for d3 initiatives and residents



The Department of Economic Development in Dubai and TECOM Investments' Dubai Design District (d3) have signed a Memorandum of Understanding (MOU) to establish a framework that provides economic support for key services in Dubai Design District (d3). The agreement will facilitate a number of initiatives that support the respective commercial and strategic objectives of DED and d3 to drive the economic growth and prosperity of Dubai. The agreement, signed between His Excellency Sami Al Qamzi, Director General of DED, and Dr. Amina Al

Rustamani, Group CEO of TECOM Investments responsible for the development of d3, says the two entities will form joint teams and strategies to attract retailers, designers and entrepreneurs and promote their growth within d3.

"We are proud to have joined forces with d3 as it directly complements our dedication to providing UAE citizens and residents with the best possible services. This agreement allows us to demonstrate our capabilities in supporting vital Dubai projects such as d3 in doing business and achieving their objectives, whilst

strengthening the economic status of Dubai. We look forward to collaborating with TECOM Investments on the development of d3," said Al Qamzi. Dr. Al Rustamani commented: "Through working with DED, we will be able to create a positive environment that will enable d3 to grow into the most interactive, inspirational and smart urban space in the world. Due to its strategic location in the heart of Dubai, and the world-class design and infrastructure as engineered by some of the world's experts in their field, we aim to create a truly creative space that



allows the design industry of the UAE to flourish." Under the terms of the agreement, DED and d3 will share expertise on attracting foreign investment, supporting emerging designers, assisting the growth of SMEs, facilitating export development, and strengthening the overall retail sector to ensure a sustainable market for the designer's products. As an ecosystem for global design and creative minds, d3 will bring local talent and international luxury brands together in an inspiring, intelligently-curated space located in the centre of Dubai. The District also promises to deliver a unique cutting-edge

lifestyle experience for businesses, workers, residents and visitors. Adhering to the principle that 'smart design' lies at the heart of a Smart City, and as a greenfield pilot development for Dubai's Smart City initiative the District will combine intelligent design and operational initiatives alongside advanced technological solutions to improve the all aspects of the community experience. Together, DED and d3 will collaborate on integrating the Smart City concept into the District. The two entities will also devise strategies to attract innovative entrepreneurs and small and medium enterprises (SMEs) in the fields of arts, design,

fashion and retail into d3. Business incubators and financing will be launched to foster entrepreneurs and their start-ups. The agreement will see a percentage of d3 purchases going to members of Dubai SME, the DED agency mandated to develop the SME sector. Organising workshops and awareness campaigns as well as promoting regulations and licensing in the design sector for the benefit of d3 residents also come under the scope of the agreement. Located close to Downtown Dubai and Business Bay, d3 is expected to be the creative hub in the Emirate's flourishing design scene, with spaces for art, fashion and luxury outlets.

Global summit in Dubai calls for stronger links between trade and investment

More than 400 trade representatives meet in Dubai for two-day conference on trade and investment promotion



Representatives of trade promotion organizations (TPOs) and trade development and investment agencies worldwide are meeting in Dubai for a two-day summit on trade and investment. The event is organized under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince and Chairman of the Executive Council of Dubai. The 10th Trade Promotion Organizations (TPO) Network World Conference and Awards,

being held 4-5 November at the Dubai World Trade Centre, are hosted by Dubai Exports, the export promotion agency of the Department of Economic Development (DED), in partnership with the International Trade Centre (ITC), the joint agency of the United Nations and the World Trade Organisation. More than 400 experts from the public and private sector across 68 countries are attending the biennial conference. During the two days, they will explore the growing importance of TPOs in

helping small and medium-sized enterprises (SMEs) increase their competitiveness and connect to international production networks for manufacturing and services.



Sami Al Qamzi



Sultan Al Mansouri

In addition, they are set to discuss the increasing links between trade promotion work and efforts to attract foreign investment. They will also examine the role that government agencies can play in facilitating the participation of women in international trade, which tends to yield particularly high social dividends.

Welcoming the delegates, His Excellency Sami Al Qamzi, Director General of the Department of Economic Development (DED), Dubai, reiterated the Emirate's commitment to supporting dialogue on facilitating seamless and sustainable trade. "The TPO Network has a leadership role in consolidating efforts to enable smooth and seamless trade, thereby supporting social and economic development across

various countries," said Mr. Al Qamzi. His Excellency Sultan Al Mansouri, United Arab Emirates Minister of Economy, in his keynote address highlighted the increasing role of TPOs and their co-operation in the rapidly evolving global economic and trade landscape. "Trade promotion agencies can provide a wealth of information from their experiences in areas such as trade promotion techniques, trade policies, best practices, information on foreign markets and exporters-importers matching. Cooperation among agencies will further facilitate trade and increase exports on the global level," added Al Mansouri. "TPOs deliver real impact. Studies confirm that TPOs not only generate around US\$ 40 for each dollar invested in them," said Arancha González, ITC's Executive Director, "they also make a substantive contribution to facilitate the internationalization of SMEs, and drive growth and job creation in support of sustainable livelihoods." Leading trade officials and business leaders have come together at the conference to exchange views on varied topics critical to formulating trade policy and strategy in the coming years.

"The global trade landscape has seen tremendous changes in recent years, demanding innovative approaches to overcoming barriers and ensuring a level playing field. As a TPO Network member from a progressive hub like Dubai, we are proud to host an inclusive discussion of trade bodies on future strategy in partnership with ITC," said Engineer Saed Al Awadi, Chief Executive Officer of Dubai Exports.

During the opening of the event, participants also heard His Excellency Alexander Mora, Costa Rica's Minister of Foreign Trade; share his country's experience in creating greater effectiveness in linking trade development and investment promotion.

TPO representatives attending the conference will benefit from the experience of their counterparts across Africa, Asia, Europe and Latin America, who are showcasing their best practices on strategic issues ranging from expanding client base to improving operations.

DP World, Noor Bank and Al Nabooda Automobiles are the official sponsors of the conference being held in the Middle East for the first time.

DED and DQG host Share Best Practices conference and exhibition 2014



The Department of Economic Development (DED) together with the Dubai Quality Group today hosted the Share Best Practice

Conference and Exhibition 2014, at the Grand Hyatt, Dubai.

Held under the patronage of His Highness Sheikh Ahmed Bin Saeed Al Maktoum, Chairman of Dubai Airports; President of the Dubai Civil Aviation Authority; Chairman and CEO of Emirates Group and Patron of Dubai Quality Group, the annual one-day event aims to share the best practices among the winners of the Business Excellence Awards of DED with the wider business community.

"Exemplary practices adopted by companies in Dubai are critical to the emirate's drive to enhance overall competitiveness and

achieve sustainable economic development. Share Best Practice Conference and Exhibition plays a major role in consolidating such practices into a shared resource for businesses and organisations," commented His Excellency Sami Al Qamzi, Director General of DED, who attended the conference and honoured the keynote speakers, sponsors and panel members.

"The growing number and diversity of the Business Excellence Awards winners make this conference a crucial networking platform and further encourage companies to be part of the Awards. I thank





Dubai Quality Group for their continued partnership with DED in organising this conference and in enhancing Dubai's position as a hub for business and shopping," said Ali Ibrahim, DED Deputy Director General for Planning and Development Affairs. Dr. Yousef Al-Akraf, Chairman of the Dubai Quality Group said the conference offers companies an opportunity to benefit from the knowledge shared by key speakers and business leaders

regarding best practices, in line with DQG's vision to enhance Dubai's competitiveness.

"Our goal is to ensure a culture of sustainable excellence among the business community in Dubai, by promoting and encouraging the adoption of excellence standards; and providing an effective platform for exchanging ideas, knowledge and expertise. The Share Best Practice Conference and Exhibition is exclusively dedicated to showcase and promote the practices of winners of Dubai Quality Award, Dubai Human Development Award and Dubai Service Excellence Scheme," said Dr. Yousef Al-Akraf, Chairman of the Dubai Quality Group.

Share Best Practice Conference and Exhibition 2014 had a list of distinguished speakers from Arabian Automobiles Company, Dubai Airport Free Zone Authority, Jumeirah Group, Aswaaq, Union National Bank, Palladium Group, Commercial Bank of Dubai, and

UAE Exchange. The key note speeches at the conference were delivered by Dr James Melton, American author and professional speaker, on 'Your Future is Now,' and Ganesh V. Nayak, Vice President, Tata Quality Management Services, on 'Customer Driven Excellence.'

A panel discussion session where top managers from Arabian Automobiles Company, Dubai Airport Free Zone, Jumeirah Group & Palladium Group discussed "Effective Strategy Execution Framework" was among the notable additions to the conference this year.

Dubai Quality Group is a non-profit aiming at promotes quality improvement and Business Excellence practices. DQG provides networking, access to information, solutions, and professional development resources through a series of workshops, seminars, conferences and various other events throughout the year.



Quarterly survey shows consumer confidence remaining steady

Positive sentiment is running deeper among consumers in Dubai with personal finances improving and more people are willing to put their spare cash into savings and holidays, shows the quarterly consumer confidence survey conducted by the Department of Economic Development (DED). The Consumer Confidence Index for the second quarter of 2014 show optimism prevailing for the fifth quarter in a row even when it remained at 143 points, same as the previous quarter. Job security and salary levels remaining unchanged are concerns for a significant number of consumers but 81% of the consumers rated current job prospects as excellent/good while 93% see improvements in the next 12 months.

Personal finance estimates are brighter with 81% of the consumers having a positive outlook currently and 92% in the next 12 months. Apparently, more than half of the consumers are putting their spare cash into savings and holidays buoyed by the expectations of stable finances and 35% of them are likely to make such spending in the next 12 months.

"The most notable pointer in



consumer confidence levels seen in the last few quarters is stability gaining ground and optimism remaining unabated. With Dubai now maintaining a steady economic momentum and focus on sustainable growth consumers and businesses will be able to plan in the longer term, without fear of volatility or instability," commented Omar Bushahab, Chief Executive Officer, Commercial Compliance & Consumer Protection (CCCP) sector, DED.

Locals seem to be more optimistic on the current state

of the economy and personal finance compared to expats. Percentage of the consumers who believe that the economy will recover in next 12 months also slightly decreased to 74 % from 77%.

Rising rental/property prices and tourism boom are the causes of optimism for the next 12 months while "Lack of job opportunities" and "Not much increase in salary level" are the main concerns.

The outlook towards the state of personal finance in the next 12 months during Q2 of 2014 is almost the same as Q1 of



2014. During this quarter, 92% respondents are optimistic about the state of personal finance in the next 12 months, much like in Q2 2013. The number of consumers who feel that this is a good time to buy things they want, slightly increased during Q2 of 2014. Around two-third of the consumers feel that it is good time to buy thing they need and want.

Job security continues to be the biggest consumer concern in Q2 of 2014, followed by work/life balance. Even when overall concern for job security shows a decline concerns for the work/life balance seem to be increasing.

Majority of the consumers cover essential living expenses but almost half of those who are not able to cover expenses don't know if they will be able to do that or have spare cash in the future. Lesser telephone and power bills, switching to cheaper grocery brands, delays in upgrading computers, mobile phones etc. and giving up holidays and short breaks are some of the short term actions

consumers plan to stay within budget against the rising cost of living. A 'Consumer Confidence Index' provides a single indicator of consumer sentiment towards the current economic situation as well as intentions and expectations for the future and ability to track consumer confidence over a period of time.

The Consumer Confidence Index is based on responses to three questions regarding perceptions of local job prospects, personal finances and whether it is good to buy things that people need and want, all over the next 12 months. Responses vary from

Excellent or Good to Not so good or Bad.

Conducted in each quarter, the survey gathers feedbacks from 2,000 respondents, equally divided between the four quarters of the year. The respondents come from all major residential communities across Dubai and cover males and females as well as nationals and expatriates, aged 18 to 59.



DED hails assessors and jury as Business Excellence Awards complete two decades



Assessors and jury members of the Dubai Quality Award (DQA) and Dubai Human Development Award (DHDA) for 2013 were honoured by the Department of Economic Development (DED) at a ceremony held at Jumeirah Emirates Towers today. The Annual Assessors Recognition Party 2014, which coincided with the 20th year celebrations of the awards, also saw various others including members of the media being honoured for their support for the awards. "During the last two decades the Dubai Quality Award and the Dubai Human Development

Award have firmly established themselves as the leading benchmark for quality and commitment to best practices in organisational growth as well as service standards and human resources," Khalid Al Kassim, Deputy Director General of DED for Executive Affairs said at the ceremony. Al Kassim added that the awards have continued to enjoy growing participation and the strong support of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, during its 20-year journey.

"It has taken enormous efforts and dedication of a growing team, comprising assessors, jury members, employees at the Business Excellence Department of DED and many others to help the awards evolve into what it is today. In that process, DQA and DHDA have cemented Dubai's position as a sought after destination to live and do business," stated Al Kassim.

Over 2,500 assessors have been enlisted and trained by the Business Excellence Department (BED) as part of DQA and DHDA so far, with emphasis given to bringing



more Emirati assessors on board. The assessors and jury members include senior professionals drawn from all key business sectors on account of their expertise in quality management, human resources and general management.

The assessors, jury members and award managers who have extended valuable guidance to the extensive process of the awards each year were presented with certificates of appreciation. Another highlight of the ceremony was the best assessor teams from DQA and DHDA sharing their best assessment practices with the audience.

"Both DQA and DHDA has contributed substantially to encouraging businesses to integrate quality as a work culture and our assessors are chiefly responsible for spreading and nurturing this culture," said Mohammed Bushanain, Executive Director, Corporate Quality & Management Excellence at DED.

"The feedback from these assessors is critical to helping organisations to bridge the quality gap and be primed for success. We thank them for their meticulous efforts,"

added Bushanain. "DQA and DHDA owes much of their reputation to the assessment and shortlisting processes. The assessors and jurors play the leading part in mentoring and guiding new generations of quality-conscious business champions and leaders in Dubai," commented Shaikha Ahmad Abdulrahman Al Bishri, Executive Director of BED.

"With rising number of applicants for DQA and DHDA every year, our assessors have a tough task at hand. However, they work together to ensure that each applicant is screened thoroughly in accordance with the parameters laid down by the awards, conducting consultations and site visits and maintaining absolute confidentiality throughout the whole exercise," Al Bishri said.

The DQA is the single most valuable framework for companies to implement a quality strategy to improve their effectiveness by involving all employees to meet objectives and achieve customer satisfaction. The Dubai Quality Award winners are honoured in three categories – the Dubai Quality Gold Award (DQGA), Dubai Quality Award (DQA), and the Dubai Quality

Appreciation Award (DQAA). The awards cover key sectors - manufacturing, finance, professional, tourism, services, trade, construction, education, healthcare, real estate, retail and government, as well as 3 new sectors introduced this year which include free zones, transportation and logistics.

The Dubai Human Development Award recognises the long-term commitment of the private and government sectors in developing its human resources. DHDA is given in three categories – the Dubai Human Development Gold Award (DHDGA), Dubai Human Development Award (DHDA) and the Dubai Human Development Appreciation Award (DHDA). The award covers trade, retail, manufacturing, construction, real estate, professional, services, tourism, healthcare, education, financial services and government sectors, as well as 3 new sectors introduced this year which include free zones, transportation and logistics.

To register for the Business Excellence Awards or to sign up as assessors, contact bec@dubaided.gov.ae or call on 04-4455833.

Cars sector rated most 'consumer-friendly' in Dubai during first half of 2014

Gold sector marks entry to region's first-ever 'Consumer-Friendliness Index' with overall third, Hypermarkets rated second and Apparel sector gets lowest rating



Omar Bushahab

The Cars sector in Dubai won the top rating in consumer feedback tracked over the first six months of 2014 as part of the Consumer Friendliness Index of the Department of Economic Development (DED). While Cars sector scored 78 points in an aggregate of 100, Hypermarkets came a close second at 75 followed by the Gold sector, which was newly added in 2014, at 69 and the Apparel sector had the lowest score of 55. A first-of-its-kind initiative in the region led by DED, the consumer friendliness rating chiefly looked into the most popular business outlets in seven sectors accounting for the highest share of the Dubai retail market – Apparel, Electronics, Hypermarkets, Furniture, Cars, Coffee Shops and Gold.

The rating, currently in its third year, is based on consumer opinions of individual outlets

tracked over a certain period and consumer complaints received by DED as well as the extent of parity/fair pricing for a pre-determined basket of products/services. Opinions from 1,200 consumers were evaluated over the first half of 2014 as part of the rating. Disparities in prices for garments sold across malls in Dubai and less value for money were cited as the main reasons for the low rating received by the Apparel sector. "The Consumer Friendliness Index is fast evolving since we launched it with 24 outlets from three sectors in 2012. In 2013 we had 46 outlets from six sectors and this year we have received a tremendous response from the Gold sector, which is newly added," said Omar Bushahab, CEO of the Commercial Compliance and Consumer Protection (CCCP) sector in DED. "The rating process also reveals valuable information on consumer behaviour. For example in the Cars sector, which tops in this year's rating so far, consumers who had complaints about

their respective agency was just four per cent, which indicate the high service standards and growing consumer awareness in this sector," Bushahab remarked.

Retailers are also recognising the importance of strengthening their interface with consumers and the business benefits of being consumer-friendly, added Bushahab.

The rating process is chiefly aimed to understand the level of compliance to the Consumer Code of Rights stated in the Federal Law No 24 of 2006 and reinforce the message that consumer rights protection is a shared responsibility between retailers and consumers.

Consumers are asked to evaluate the outlet based on service quality, billing transparency, and sharing of warranty information by salesperson in addition to overall satisfaction. The price parity is compared in regular intervals – monthly, bi-monthly, quarterly or half-yearly – depending on the nature of business.





Dubai SME launches Equity Investment Initiative to facilitate funding for start-ups and early stage development



Abdul Baset Al Janahi

Dubai SME, the agency of the Department of Economic Development (DED) in Dubai mandated to develop the small and medium enterprise (SME) sector, has launched an Equity Investment Initiative, aimed to unlock investment and funding in SMEs. The initiative aims to provide entrepreneurial projects with access to capital through equity participation of venture capitalists, angel investors, private equity companies etc. Dubai SME has been providing debt financing and loan facilities over the last 12 years as part of supporting start-up projects but the new initiative aims to establish more viable and

sustainable sources of funding through linking entrepreneurs and successful investors.

"The Equity Investment Initiative is a path-breaking effort towards changing mindsets. It targets to channel the abundant capital available in the local market into sectors where entrepreneurs and their start-ups have significant developmental potential. The initiative fits well into the Dubai SME Strategic Plan for 2015-2021," said Abdul Baset Al Janahi, Chief Executive Officer of Dubai SME. "Bank financing mainly targets established companies and cannot be expected to flow into start-ups or their early stage development. The market fails to address the initial funding requirements of entrepreneurs but banks take much of the blame for not offering such assistance. Dubai SME as a government agency is trying to address this market failure through the Equity Investment Initiative," added Al Janahi.

The initiative will be rolled out in two phases, the first of which has already been launched. In the first phase, Dubai SME will study the SME equity financing

landscape in Dubai and the wider region. The study will include brainstorming with different stakeholder communities and exploring the market size, scope and appetite for equity participation in SMEs as well as identifying potential venture capitalists, angel investors and private equity players. "We will specifically look at sectors where there is significant potential for SME participation, for example, sectors such as information technology, biotechnology, education etc. With their agility and capacity to drive innovation, SMEs have had remarkable success in these sectors, which investors can leverage for mutual advantage," Al Janahi added. The second phase of the project will be launched in 2015 and will focus on creating the appropriate channels and platforms for entrepreneurs and equity investors to come together to form partnerships. Dubai SME by then will have an extensive database of entrepreneurs, enterprises and investors interested in being part of start-up projects in specific sectors.

Dubai SME unveils innovative hub to promote entrepreneurial ideas and start-ups



Dubai SME, the agency of the Department of Economic Development (DED) in Dubai mandated to develop the small and medium enterprise (SME) sector, has announced the launch of 'Hamdan Innovation Incubator,' a complete support environment to stimulate and foster innovative entrepreneurial projects of the youth, under the patronage of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince and Chairman of the

Executive Council of Dubai.

To introduce 'Hamdan Innovation Incubator (H2I) and its features to the public, Dubai SME has also set up a stand at the Star Atrium in Dubai Mall. Dubai Media Inc. (DMI) is the media partner of the stand, which will receive visitors from the 11th to 15th of September 2014. Sheikh Hamdan, asserting the importance of the initiative, said that H2I is a critical step in line with the goal of Dubai to promote creativity and

entrepreneurship and the role of the youth in overall economic activity. He added that H2I would make a huge impact and stimulate a new movement towards sustainable growth and economic development. Sheikh Hamdan also reaffirmed that Dubai would continue its ongoing focus and efforts in nurturing business and enabling the youth to translate their business ideas into viable projects. H2I will allow innovative and enterprising



youth to articulate their concept and then incubate, launch and grow it into a competitive business.

Spread over a 20,000 square-foot area in the Business Village in Deira, H2I will become the largest such hub for young and aspiring entrepreneurs in the region when it is officially launched in the last quarter of 2014. Youth and their start-ups will find it a complete ecosystem where they will have all the support in terms of knowledge, guidance and all other forms of support for the uninterrupted evolution and growth of their business concepts.

Dubai SME will build a diverse partnership network with businesses, universities, technology companies and varied institutions in order to identify, encourage and support business initiative and

early stage development of start-ups. Innovative projects incubated in the centre will be patented and clients will have access to a high quality infrastructure.

His Excellency Sami Al Qamzi, Director General of DED and Deputy Chairman and Managing Director of DMI, said: "We are thankful to His Highness Sheikh Hamdan for his vision and drive that help us to come with critical initiatives that help our youth develop their skills. H2I is the result of a great deal of hard work, which DED and its agencies put together – developing the business community and creating opportunities. Dubai SME especially have made a remarkable addition to their entrepreneurship development efforts with H2I."

Abdul Baset Al Janahi, CEO of Dubai SME, said H2I marks

a new beginning in youth development and innovation. "H2I will be an effective vehicle in channelling youth creativity and building an entrepreneurial talent capital in Dubai. It reinforces Dubai SME's role as the chief engine and resource for entrepreneurial growth. We will work with higher education institutions to attract innovative youth talent and Dubai SME can even tailor our support to the specific needs of those institutions."

H2I will specifically look at helping the youth and start-up firms navigate the challenge of early stage development with a suite of services that help identify and remove obstacles and bottlenecks and allow future entrepreneurs maintain their focus and move forward.



CEO Message



Saed Al Awadi

Dubai Exports strives to further strengthen its influence by promoting a culture of service excellence, adopting best trade practices and constantly maintaining high quality standards. We always aim to preserve the trust and confidence of our partners and members, and keep local exporters extremely satisfied with our services. These objectives has further encouraged us to create strategic partnerships and implement key expansion goals that have altogether helped maintain Dubai Exports' position as one of the leading trade and export promotion agencies in the region. Thus, Dubai Exports continuously works in the planning, development and implementation of strategic initiatives that focuses on increasing production and enhancing the capabilities of local businesses towards achieving exponential growth and development through the utilisation of the latest technologies and innovations. In order to enhance Dubai's foreign trade, particularly its exports, Dubai Exports and Dubai Customs will work closely together and leverage the emirate's competitiveness globally. The discussions between the two entities focused on strengthening coordination and facilitating mutual flow of information regarding UAE's foreign trade, including up-to-date data on Dubai's growing domestic economy and external trade. For the further benefit of local exporters, we at Dubai Exports are also in constant communication with all parties in order to strengthen cooperation in terms of sharing knowledge. Meanwhile, the UAE is looking forward to reinforcing trade with foreign markets, including China, where it is expected that bilateral trade between the two countries will increase by 30% in the coming two years. Moreover, leveraging on the strengths and abilities of our local partners, we are now looking towards tapping into newer markets internationally like Argentina and Chile. To enhance business opportunities for UAE-based companies in foreign markets, we partnered with Pro Ecuador, the trade and Investment promotion organisation of Ecuador, and organised a trade forum that was attended by more than 50 local UAE companies. The forum served to attract many local suppliers and exporters to do business with one of the best performing economies in Latin America.

Engineer Saed Al Awadi
Chief Executive Officer
Dubai Exports

Dubai Exports sees UAE's diversified economy as a hub for global businesses

Dubai Exports sees the UAE's economic diversification strategy as a key component in the growth and development of its economy. In addition, the measures taken by the UAE government based on openness and variation of sources of income, has ranked the country among the most secure and stable economies around the world and one of the most convenient destination for investors globally.

According to a report by Apicorp – the Saudi-based Arab Petroleum Investment Corp, the UAE is ranked number one among the six oil-rich gulf countries in terms of economic diversification. The measurement of the report was based on the oil sector's contribution to gross domestic product (GDP), its share of total exports and government fiscal revenue.

Dubai's real estate sector to boost economic diversification

The emirate's economic status has changed tremendously in recent years and Dubai Exports identifies the growth of its real estate sector as an essential element in the diversification of its economy. Recent studies revealed that the real estate sector accounts for 21 per cent of its economic activity partly due to the strong performance of the tourism sector, which has grown from 12 percent to 16 percent in the past six years. Furthermore, the real estate and tourism sectors are expected to grow even faster with Dubai's hosting of the World Expo in 2020.

Increased trade powers Dubai's diversified economy

The UAE's strategic location, which lies on the new Southern Silk Road between Asia, Europe and Africa, serves as an excellent trading destination especially for fast growing and developing economies as

part of the 'South-South' trade trajectory.

Dubai Moving into the future

Dubai's hosting of the World Expo 2020, one of world's largest and most enduring mega-events lasting for six months, is expected to attract millions of visitors. This global event will provide UAE an economic boost in the coming years where it is expected to yield AED89 billion (US\$24.2 billion). The event will also raise the overall GDP of the country in a variety of sectors, create 277,000 new job opportunities to UAE citizens and have a positive economic impact on small and medium enterprises (SMEs) in the country.

With its diverse and multicultural demographics, Dubai provides an opportunity for businesses to flourish in a most dynamic environment. As numerous new businesses are established every year, Dubai serves as a perfect platform for them to thrive in the hub for the region's imports and exports market – one of the most lucrative in the world.



Dubai Exports successfully leads trade mission to Canada capitalising innovative technology and mining opportunities



Dubai Exports headed a successful trade mission to Canada, with an objective of recognising sustainable technologies and tapping mining opportunities in the country, consequently, transforming UAE as a competitive mining hub in both the regional and international arena. The geo-strategic location of Dubai complemented with its world-class infrastructure and facilities make it an ideal location for Canadian companies to base their mining operations to serve potential markets.

Canada is a world leader in the metals and mining sector and the industry is projected to continue a compounded annual growth rate (CAGR) of 7.1 per cent starting 2012 to reach USD 3,999.5 billion

(AED 15 trillion approximately) by 2017. The mission brought about awareness among industry sectors and business front-runners on the potential for collaboration and advantages of Dubai as a hub for exports and re-exports destination. It saw a huge participation from both public and private entities sharing technology, knowledge, research and innovation as well as on Islamic financial services and the establishment of companies in Dubai. Dubai Exports already has a Technology Transfer Platform, which seeks to connect global innovators looking at collaborative ventures with UAE businesses in fostering growing economic relations between Dubai and Canada.

Dubai Exports forays into South American markets

With South American markets offering tremendous investment opportunities, Dubai Exports, as part of its several initiatives to tap potential markets, see Argentina and Chile as hubs establishing new business opportunities in the region for local organisations. In line with this, Dubai Chamber recently commissioned studies on both countries as key prospective markets for UAE businesses to improve bilateral trade.

The Economist Intelligence Unit (EIU) report released, on the occasion of a high-profile delegation visit of UAE officials to Latin America headed by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, two new studies focusing on important areas of potential investments for UAE businesses in Chile and Argentina.

ARGENTINA

One study revealed that Argentina's economic leadership is mainly based on its export-oriented agricultural and agri-industrial sectors. These sectors attract huge international investment opportunities and Dubai Export sees the market as having immense potential for UAE businesses to enter and further grow their footprint in the intentional business scene.

According to EIU report, the bilateral trade between Argentina and the UAE is dominated by imports from Argentina that reached a trade value of \$280 million in 2012. Such imports were primarily from Argentina's agriculture sector, in particular cereals such as maize (US\$72 million), barley (US\$35 million) and wheat (US\$23 million), while tubes and pipes used by the energy sector accounted for US\$29 million. Meanwhile, UAE exports to Argentina touched US\$33 million in 2012, chiefly comprised of organic chemicals (US\$24 million) such as acyclic hydrocarbons



Tourism in Chile is rising with Elquily Valley as a very popular destination in the country

and ethers. However, an increase in imports is forecasted as the economy recovers, rising by 10 per cent a year from 2015-18.

As per the report, Argentina's inward FDI will remain at around US\$10 billion annually in 2015-18 with focus on the sectors of business, financial and IT services, as well as energy, minerals, food, tobacco and telecoms. Thus, Dubai Exports' initiatives will likewise focus on UAE



UAE is main exports to chile are fertiliser products.

businesses capitalizing on the vast business potentials in Argentina in these sectors.

CHILE

According to the other study compiled by the EIU, the UAE's imports from Chile led bilateral trade relations between the two countries. In 2013, the value of Chile's exports reached US\$150 million, with milk and cream powder being the main products (US\$33 million) followed by chopped wood (US\$22 million), and apples and pears (US\$21 million). On the other hand, UAE exports to Chile in 2013 increased

to US\$26 million led by fertilisers worth US\$12 million and vehicles US\$4 million.

Meanwhile, growth in the services sector will overtake agriculture due to a well-established retail scene, shipping and transport and a fast-growing tourism sector. As such, this has established Chile's status as a regional hub for business and financial services.

On the other hand, FDI ties between Chile and the UAE are limited, although there are plans to strengthen business relations, including the formation of a joint investment council. The major beneficiary of FDIs have been the software business and IT services, minerals, food, banking services, renewable energy and telecommunications as the city of Santiago has attracted more than 250 investment projects in the past decade (2003-13).

The UAE sees immense investment potential in Chile for local businesses. In line with this, Dubai Exports supports UAE business by providing them with clear guidelines.



Argentinas main agricultural is mazie (corn) valued at US\$72 million



SAT Group: Insulating Dubai and the World

Dubai is taking the lead in building a residential city that will be self-sufficient in terms of resources, transport and energy in the region. The 'Dubai Smart Sustainable City', said to be the first of its kind in the world and targeted for Emiratization, is one of the many Dubai Municipality projects worth AED20 billion approved by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai.

Smart cities such as this include green buildings that aim to save energy and water as well as reduce the building's overall effect on the environment. Apart from environmental benefits, sustainability also looks towards increasing a structure's longevity.

A key element in achieving the concept of both green and sustainable buildings is having insulation as the primary part of a building's fit-out. An insulation panel system blocks heat transfer, help keeps a building cool and therefore reduces the amount of air conditioning needed to battle soaring external temperatures. With the rise of infrastructures that are green and sustainable, SAT Insulation Materials Industry LLC, a member of SAT Group of Companies, is best suited to provide for the growing demand for insulation panel systems.

From PIR to Phenolic Insulation Panels

The company is the pioneer and the only factory in the region to manufacture two types of continuous pre-insulated air ducting panels: Phenolic Insulation Board and Polyisocyanurate (PIR) insulation materials. PIR is a thermoset plastic typically produced as foam and used as rigid thermal insulation, while Phenolic Insulation Board is manufactured by a process in which plastic foam forms an insulating core between two flexible facing layers.

Started in 2003, the company's factory is built on a 95,000 ft² plot at the Jebel Ali Industrial Area. Catering to local and regional requirements, the factory, with its high quality machines imported from a top USA manufacturer, is a first-of-its-kind in the region with its own in-house Research and Development (R&D) department.

SAT Duct Pre-insulated Panels

Known in the industry as SAT Duct, the company's pre-insulated panels are made either of phenolic or PIR foam

core between two aluminium foil facings. SAT Duct, made of prime quality materials that exceed international quality standards, is the ideal panel for fabricating a pre-insulated duct network system with a wide range of specifications complying with most requirements. Due to the speed and ease of fabrication, SAT Duct has been proposed as an alternative product to conventional galvanised iron sheet ducting system. Perfect for projects where quick construction times are required, it is suitable for residential, industrial, commercial buildings including larger buildings such as malls and airports.

Adhering to the US and European Standards with ISO 9001 certification, SAT Duct System is lightweight, easy to fabricate and design, and can fit every specified shape with minimum effort. The panels are also tested for Fire Properties & Smoke Development, meeting international British and American Standards, BS 476 and UL 723 Standards respectively. The product is also weather-proof designed

to withstand harsh weather, temperature and humidity. SAT Duct is CFC-free that makes it environmentally friendly and eligible for green building concepts.

Exporting from Dubai to the world

SAT Insulation has the highest production capacity amongst all pre-insulated panel producers in the region. The company's annual production of SAT Duct products in 2013 reached AED 113,684,000. With Dubai being considered as a dynamic hub in the world with its construction boom and state-of-the-art infrastructures as well as the Middle East's top trading and exporting centre, SAT Insulation is taking advantage of Dubai's strategic geographic location between East and West. The company saw a huge increase in exports of SAT Duct panels in 2013 achieving a 520% jump from 2012. SAT Insulation's total exports in 2013 amounted to AED14.039 million versus AED2.264 million in 2012. Since 2007, SAT Insulation exports SAT Duct panels, building insulation, pipe section and flexible air ducting.



Fahad Al Gergawi

Two-time World Boxing Champion David Haye from the UK has opened his 'Hayemaker Gym' in Dubai with the support of Dubai Investment Development Agency (Dubai FDI), an agency of the Department of Economic Development (DED) and Dubai-based company formation specialists Corporate Business Services (CBS) thus adding another unique component to the growing number of specialised health and fitness centres in Dubai.

Hayemaker Gym Dubai aims to be a centre of excellence for sports and performance coaching and will be the only one of its kind in Dubai but plans to expand into a number of smaller

Global health club brand moves to Dubai with support of Dubai FDI

specialised units such as boxing studios and Hypoxic Training facilities. Expanding across the wider GCC and Middle East in the same format would be the next step.

Commenting on supporting Hayemaker Gym to move to Dubai, Fahad Al Gergawi, Chief Executive Officer of Dubai FDI said world class health and fitness facilities moving to Dubai is reinforcing the emirate's growing appeal as a lifestyle and health tourism destination.

"Dubai's efforts to become a leading healthcare destination and supporting initiatives such as the Dubai Healthcare City is providing vast opportunities in various disciplines of health and wellness. The city is home to an increasingly health-conscious community that also enjoys high disposable incomes. Dubai is also a wide catchment that covers flourishing communities across the Middle East, Africa and South Asia," said Al Gergawi. Haye launched his signature gym after 22 years of professional boxing with the aim of sharing his passion, focus and knowledge to help others

achieve their own goals. "Having been a frequent visitor to Dubai I know it's a city where people demand the best and where they come to improve their lives. The Hayemaker Gym Dubai will fill the niche for world-class fitness expertise and equipment that the Dubai community deserves. It will be a driving force for the health and fitness community in the emirate," remarked Haye. Ayman Al Awadhi, Managing Director of CBS, said: "We are proud to constantly bring best of brands and concepts to Dubai and the region. We aim to attract foreign investment of corporates and celebrities by setting up their legal entities and operations that are compliant to local and federal regulations of the country." The Hayemaker team is led by Haye himself, along with Alberto Barbieri who brings a wealth of knowledge in hospitality and customer service, and Diana Gaskell, a veteran in opening and operating clubs around the world. The wider Hayemaker team comprises fitness and hospitality professionals well-versed in offering best-in-class expertise and service.



Dubai FDI launches digital magazine to showcase advantages of investing in Dubai



The Dubai Investment Development Agency (Dubai FDI), an agency of the Department of Economic Development (DED) has launched 'Invest,' a first-of-its-kind digital magazine on business and investment in Dubai, as part of its drive to connect with investors worldwide and attract greater global attention to Dubai's strengths as a competitive hub.

Available on Apple Newsstand, the magazine opens up another innovative avenue for investors and businesses world over to have a closer look at Dubai as the centre of a wider region comprising fast-growing economies in the Middle East, Africa and the Indian Subcontinent.

The interactive news application (App) showcases the vast business and investment opportunities in Dubai while also celebrating the success of foreign companies in the emirate. Public and private sector representatives will appear in successive issues of the magazine with testimonials and advice on life in Dubai and setting

up businesses in the emirate for improved efficiencies and greater coverage of high growth markets.

"Dubai's economic dynamism and its demonstrated confidence in breaking ground for new economic activities will continue to generate further interest across the global investor community. Invest is another useful interface provided by Dubai FDI for investors looking at Dubai," commented Fahad Al Gergawi, Chief Executive Officer of Dubai FDI.

Al Gergawi added being part of the increasingly outward economic strategy of the UAE

and the host city for the World Expo 2020 are significant factors that will keep Dubai under the global spotlight in the coming years as one of the best locations to live and do business.

Recently, market index compiler MSCI upgraded the UAE to an emerging market and A.T.Kearney ranked the country 11th among global FDI destinations, up two slots from 2013.

"As the best link to a vast consumer market of over 2.2 billion spread across the Middle East, North Africa and South Asia (MENASA) Dubai is already favourably positioned to leverage this growing investor interest on the UAE," Al Gergawi said. The launch issue of Invest focuses on Chinese companies using Dubai as a springboard into the fast-growing African markets. Dubai's bid to 'go green' and lead the region in terms of environmentally-friendly business is also featured in the first issue.



Dubai hospitality attracts global players with business activity streamlined in the sector

Dubai's ambitious growth strategy for its hospitality sector is proving to be a big draw among international players and Dubai Investment Development Agency (Dubai FDI) in the Department of Economic Development (DED) in collaboration with foremost company formation specialists The Links Group, is simultaneously making a strong pitch to bring more global operators into the emirate. With Dubai expecting to attract 20 million tourists by the end of the decade, according to the emirate's 'Tourism Vision for 2020', investment in hospitality infrastructure and services is a top priority for the government. Dubai's hotels welcomed more than 11 million guests in 2013 – an increase of just over one million on 2012 figures and an indication that Dubai is on track to achieve its 2020 visitor target.

"The hospitality sector in Dubai is set to experience a massive boom, with more than 24,000 hotels and serviced apartments expected to enter the market in the next three years. Coupled by our successful bid to host Expo 2020, Dubai is becoming an increasingly attractive investment destination for foreign hospitality companies. It is important we continue to evaluate and evolve commercial activity in the sector in order to attract the most innovative companies to the emirate," said Fahad Al Gergawi, Chief Executive of Dubai FDI.

While the tourism sector is well recognised as a significant driver of Dubai's GDP, some of the larger international hotel management

companies have been slower to enter the market. However, Dubai's willingness to review and evolve commercial activities permitted in the hospitality sector has given a strong reason for such companies to move to the emirate.

"Now, with the help of Dubai FDI, we have specific commercial activity for hotel management services introduced in Dubai and this has attracted owner-operator brands like Four Seasons Hotels & Resorts to Dubai as well as seen the restructuring of brands like



Rob Burnz

Radisson Blu. It has also allowed property developer The First Group expand into serviced hotel apartments and hotels," said John Martin St. Valery, founding partner, The Links Group.

"With the help of Dubai FDI, Department of Tourism and Commerce Marketing (DTCM) and The Links Group we were able to get hotel management operations recognised as a highly demanded and relevant activity that should be supported in line with the vision of Dubai Government to grow the tourism and hospitality sector.

PACHA, one of the world's most

recognised entertainment brands is also set to open the largest combination dining and night club experience in Dubai later this year.

"Dubai has long been in our business development sights. It has a sophisticated, cosmopolitan social scene that is globally recognised and a vibrant tourism sector that continues to grow. PACHA makes perfect sense for this market from both a resident and tourist perspective. We're glad the authorities recognised this potential, sat with us to understand our business and have created the appropriate commercial activity to cover our specific needs," said Umesh Amarnani, founder & CEO of Utopia, the master franchisor for PACHA in the Middle East.

Earlier this year Dubai welcomed the launch of another hospitality concept under the revised list of commercial activities. Ghaf Kitchen is a high-end catering concept and dining experience with a difference, bringing the first gourmet restaurant on wheels to the UAE. As preferred partner of Dubai FDI, The Links Group played an instrumental role in enabling these companies start their operations in Dubai.



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